

Message Text

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UNCLAS TAIPEI 02344

FOR BED/OIM/EA - KELLY

E.O. 11652: NA
TAGS: BEXP, TW
SUBJECT: CLOSING DAY REPORT

1. ELECTRONICS INDUSTRY PRODUCTION MACHINERY, TEST
INSTRUMENTATION AND SPECIAL MATERIALS EXHIBITION,EIPT-78.

2. U.S. TRADE CENTER, TAIPEI (OFFSITE), MANDARIN HOTEL,
APRIL 10-14, 1978.

3. 39 PARTICIPANTS, 74 EXHIBITORS

- A. NTM 51
- B. OTM 23

4. \$1,457,000

- A. \$711,800
- B. \$745,200

5. \$12,799,400

- A. \$8,804,400
- B. \$3,995,000

6. 8

7. 4

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8. 12

9. N/A

10. 7363 (UNOFFICIAL)

11. INDIVIDUAL SUCCESS STORIES HARD TO IDENTIFY AS 65

OF EXHIBITORS COMPLETED SALES DURING EVENT AND 100 REPORTED THAT THEY ACHIEVED THEIR PRIMARY OBJECTIVE FOR PARTICIPATING. PROJECTED SALES EVENLY BALANCED WITH ONLY TWO FIRMS PROJECTING FUTURE SALES OF 1.0 MILLION DOLLARS.

PETER LEE, GENERAL MANAGER, TRANSGRATED INDUSTRIES CO., TAIPEI, REPRESENTING ADCOTECH CORP., SUNNYVALE CA., SOLD \$300,000 DURING THE EVENT AND PROJECTED \$600,000 SALES IN THE NEXT 12 MONTHS. HE EXPRESSED THE SENTIMENT OF MOST EXHIBITORS WITH THIS QUOTE. "THE TRADE SHOW WAS WELL ORGANIZED. ALL VISITORS WERE OF HIGH QUALITY. DEFINITELY WILL GENERATE A HIGH AMOUNT OF SALES THROUGH THIS EXHIBITION." CLEARED FOR PUBLICATION.

12. THE MANDARIN HOTEL BALLROOM PROVED TO BE A MOST SUITABLE SITE FOR EIPT-78 AND FOR FUTURE SHOWS WITH SIMILAR EQUIPMENT. HOTEL IS WELL KNOWN IN TAIPEI, HAS EXCELLENT FACILITIES, WITH GOOD ACCESS AND AMPLE PARKING SPACE. HIGHLY RECOMMEND THE HOTEL FOR FUTURE OFF-SITE TRADE CENTER EXHIBITIONS.

TRADE CENTER AND EXHIBITORS WERE DELIGHTED WITH THE HIGH QUALITY OF ATTENDEES AND LARGE TURNOUT FOR THIS SHOW. HAND COUNT OF VISITORS WAS AS FOLLOWS: OPENING RECEPTION 391, TUESDAY 937, WEDNESDAY 1639, THURSDAY UNCLASSIFIED

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1966 AND FRIDAY 2430. THE TWO DAY, SEVEN SESSION, SEMINAR HAD 1016 ATTENDEES. THE FIFTH SESSION PRESENTED BY TOM LEE, HEIGHTEN TRADING CO., LTD., REPRESENTING TEKTRONIC INC. DREW 235 ATTENDEES. JOSEPH BURKE, USDOC, DID FINE JOB OF CHAIRING SEMINAR. HE WAS WELL PLEASED WITH THE ENTHUSIASM OF THOSE ATTENDING SEMINAR AND WITH THE PROFESSIONAL PRESENTATIONS OF THE SPEAKERS.

EIPT-78 WAS IDEALLY TIMED FOR THE RAPIDLY EXPANDING ELECTRONICS INDUSTRY MARKET IN TAIWAN. STRONG PROMOTION CAMPAIGN COUPLED WITH THE ROC GOVERNMENT 'BUY MORE AMERICAN' PROGRAM STIMULATED LOCAL BUYERS TO COME, LOOK AND BUY. REPFIND PROGRAM WELL ORGANIZED BY COMMERCIAL SECTION RESULTING IN QUALITY AGENTS ACTIVELY SEEKING AMERICAN FIRMS TO REPRESENT. FOUR AGENTS APPOINTED WITH 12 BUSINESS RELATIONSHIPS UNDER NEGOTIATION ON CLOSING DAY. CONSIDERING ALL USDOC SHOW OBJECTIVES, EIPT-78 WAS A HIGHLY SUCCESSFUL TRADE PROMOTION EVENT. UNGER

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